



COMMUNICATION DIRECTOR CONTENT AND DIGITAL COMMUNICATIONS DETAILED POSITION SUMMARY

Role of the Communication Director Content and Digital Communications

Pi Kappa Phi Fraternity is a values-based membership development organization that focuses on building brotherhood through character enhancement, leadership development, academic achievement, commitment to service, lifelong friendship and social experiences.

The Communications Director Content and Digital Communications works with the Chief Marketing Officer to create and execute the fraternity's comprehensive marketing and communication strategy (branding, messaging, marketing, social media, web content and public/media relations). This position will lead digital marketing and communications and content development efforts for the greater enterprise (Fraternity, The Ability Experience, Foundation and Properties).

Required Qualifications

- Bachelor's degree (Communications or Journalism preferred)
- Experience working in a PC and Mac environment
- Proficiency with social media platforms (Twitter, Facebook, Instagram, LinkedIn, YouTube, etc.)
- Proficiency in Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Strong knowledge of AP Style
- Must be a self-starter and deadline driven
- Ability to balance multiple projects at once
- Ability to work a flexible schedule and travel
- Ability to work independently and in a highly collaborative team environment
- Critical thinking, planning and organizing, administrative and leadership skills
- Excellent interpersonal skills (both verbal and written) with demonstrated effectiveness in interacting with individuals of various social, cultural, economic, and educational backgrounds

Preferred Qualifications

- Focused area of study or experience in communication, public relations, journalism
- Fraternity/sorority life experience (through membership or professional experience)
- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Experience in video editing/production software (Final Cut Pro, Adobe Premier, iMovie, etc.)
- Layout, graphic design and photo editing skills
- Public/media relations experience
- Experience with digital photography
- CMS and CRM/email marketing experience

Benefits

The Communication Director will receive a salary commensurate with experience. Additionally, Pi Kappa Phi Fraternity offers a competitive benefits package, including: group health, dental, and disability coverage; annual flexible spending plan; 401(k) plan availability; and paid time off and holiday leave.

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Duties

- Serve in a supporting role to Chief Marketing Officer in branding, marketing, engagement, public/media relations and digital, web and print communications efforts
- Write/develop short and long-form content for a variety of audiences and platforms (publications, email, social media, etc.)
- Provide editorial direction and content for the Star & Lamp magazine
- Update, create content for, edit and enhance the fraternity's websites
- Direct digital communications to various audiences, including content creation and analytics
- Manage social media platforms for the fraternity and The Ability Experience
- Manage email marketing and mass email efforts
- Assist in recruiting and managing communication interns
- Ensure that all materials meet corporate branding standards
- Attend Fraternity Communications Association annual meeting as requested
- Other duties as assigned

How to Apply

If you are interested in the position, please submit a cover letter (including salary requirements), resume, portfolio samples or website URL and three professional references to Maureen Walker, chief marketing officer, via e-mail (mwalker@pikapp.org). **Review will begin immediately. Position open until filled.**

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